

## Tribune at Fault in Fake Cure 'Ad'

Adams Criticises Its Publication in "Sunday Magazine" Supplement of Tribune and Other Newspapers.

By SAMUEL HOPKINS ADAMS.

No. VIII.

Shortly after the publication of my open letter to Mr. W. R. Hearst, directing his attention to certain specified dishonest and harmful advertisements in his local newspapers, "The American" and "The Journal," and suggesting that he examine these publications with a censoring eye, the following letter came to this office. It is one of several protests, all to the same general purport, and the clearest in bringing out an important point of apparent inconsistency in The Tribune's campaign for honest advertising:

31 Liberty st., New York City, N. Y.  
January 10, 1915.

Samuel Hopkins Adams, The Tribune.

Dear Sir: Read the Sunday Magazine of The Tribune, Mr. Adams, clipping the issue of to-day. Then read the enclosed clipping from the Sunday Magazine of The Tribune of to-day. Do you think the advertised cure kidney disease, lumbago, catarrh, etc., etc.? What have you to say about this, Mr. Adams? I am in sympathy with your cause, Mr. Adams, but I should like you to give The Tribune a bath first, and I am, Yours for consistency,

ALBERT A. RAPHAEL.

Inclosed in Mr. Raphael's letter was an advertisement of the White Cross Electric Vibrator. He asks a plain question about it and is entitled to a plain answer. The answer is No.

I do not think that the White Cross Electric Vibrator can cure kidney disease, lumbago, catarrh, etc., as the advertisement implies, though it does not make the direct claim of cure.

Neither do I think that it can relieve kidney disease, lumbago, catarrh, skin disease, deafness, weak eyes, general debility, nervousness, etc., etc., as the advertisement directly states.

Nor that it is the "greatest of all curative agents."

Nor that the self-respect of the purchaser "will be increased a hundredfold" by its use.

Nor any of the rest of the buncombe and drivel that make up the advertisement.

The study of that advertisement inspires me with just one profound conviction about the White Cross Electric Vibrator, as exploited in the Sunday Magazine of The Tribune.

It is a fake.

Why, then, does The Tribune publish such matter? This is a fair question to Mr. Raphael's query. On this the publishers are entitled to a hearing, just as are the publishers of "The Journal" and "The World" on my criticisms of their fraudulent advertising—a hearing, by the way, which they have not yet seen fit to demand.

The Tribune's publishers do not defend the criticised advertisement. They do not even fall back upon the stale plea that the device is "harmless." Nothing is harmless which puts forth false representations in the treatment of disease. This the publishers admit. They admit also that the claims of the advertisement are absurd.

But they disclaim business responsibility, on the ground that they have no control over the advertisements in the magazine section. The Tribune Sunday Magazine is published, not by The Tribune, but by some twelve newspapers known as "Associated Sunday Magazines, Inc." the sole owner of whose stock is the American Lithographic Company. It would be impossible for the publishers of The Tribune to omit any article or story from the magazine; or, similarly, to reject or alter any advertising in its columns. The magazine is printed and delivered to The Tribune in its full form. The paper may take it or leave it as a whole, not otherwise.

Does Mr. Raphael deem this a satisfactory and sufficient explanation? If so, he is somewhat easier to satisfy than I am. For I cannot so consider it. So far as the newspaper reading public is concerned—and my concern is mainly with them—it does not seem to me to cover the ground.

Now, The Tribune has pledged itself, both personally and in print, to allow me the fullest license of criticism of its own columns and standards. On no other basis would I have undertaken the present series of articles. And, employing this freedom, I say that by allowing its own title to appear at the head of its Sunday Magazine it assumes moral responsibility for every advertisement in those pages. To the average reader, who does not understand anything about the Associated Sunday Magazines system, that term "New York Tribune" in that place says in effect:

"You know our principles. You know that we guarantee our advertisements; that, so far as professional intelligence can contrive, we exclude everything false and misleading; that we maintain one standard for news, editorials and advertisements alike; that in our columns you are safeguarded against fake and fraud. Therefore, when you see the claims of this vibrator printed under the symbol of The Tribune you may be sure that it will perform the miracles promised in the text."

Gentlemen of The Tribune, it will not do! You have made your sign and seal stand for something definite in the public mind. You have made the issue as plain as day. There is, in your declaration of good faith, no near-honesty, no merely technical rectitude, no evasion of responsibility. Fair play toward the public is the legend on your banner. You cannot practise it on page one, and six, and eleven, and evade it on page thirty-two. Wherever you set the name of The Tribune you pledge the faith of The Tribune.

In that sign alone can you win.

## MEN TRY TO KIDNAP LITTLE MISS READ

Silk Merchant's Daughter Runs from Bedroom Screaming of Chloroform Attack.

(By Telegrams to The Tribune.)

Patterson, N. J., Jan. 24.—An attempt was made to kidnap eleven-year-old Jane Read, daughter of Jerome C. Read, president of the Read & Lovatt Silk Company, of 30 Madison av., New York, from the Read home, 610 Park av., Patterson.

Although a patrol wagon full of reserves and a motorcycle squad were rushed to the house, absolutely no trace of the kidnapers was found.

About 9 o'clock the girl retired to her room, on the second floor, overlooking the piazza. An hour later she ran downstairs crying and told her father that some men had entered her room and tried to chloroform her. Owing to the fact that she recently underwent an operation for appendicitis, it is thought by the police that she would recognize the odor of the drug.

When the father went to her room he found the two windows wide open and two rugs kicked into a corner of the room. Investigation of the grounds surrounding the house and for five miles into the country revealed no trace of the men. A valuable jewel case on the dresser was undisputed.

## WOMAN KILLED BY TRAIN IN SUBWAY

None Saw Tragedy Near 137th St. Station—Another Held as Would-Be Suicide.

(By Telegrams to The Tribune.)

Fifty-four-year-old Mrs. Charlotte Grondberg, fifty-four years old, of 208 137th st., Brooklyn, was found last night lying across the subway tracks a few feet south of the 137th st. station of the Broadway line. An arm and a leg had been severed. She was taken to Knickerbocker Hospital, where she died a few hours later. A daughter of the woman made the identification.

Neither train nor station hands recall any circumstances concerning the affair. The motorman and conductor of the train that had just passed the spot were emphatic in their statements that they had not run over any one.

Platform men on the downtown side recalled seeing the woman walking toward the lower end of the platform. A well-dressed woman who gave a name she admitted was false was arrested early this morning on a charge of attempting suicide in the 124th st. station of the subway. Gustav Warr, an interborough employee, stated that he saw the woman leap in front of a southbound train, but the woman said that she had fallen off the platform. The train was brought to a stop only a foot from her body.

"My friends would die if they knew about this," she is said to have declared in the West 47th st. station. She then said that she was Mrs. Jane Brown, of 135 West 84th st., but added the name was not her right one. Her husband, she said, is a well-known business man.

## RESCUED FROM DERELICT Morgan Liner El Valle Brings Schooner's Crew Here.

(By Telegrams to The Tribune.)

Ronoke, Va., Jan. 24.—Over the wireless to-night the Morgan liner El Valle, bound from Galveston to New York, reported the rescue of the commander and crew of the four-masted schooner Mary L. Baxter, wrecked and derelict eighty-five miles north by east from Diamond Shoals.

The Baxter was caught Saturday night in a sixty-mile northeast gale, dismasted and her cargo started. She was waterlogged when sighted by El Valle and had distress signals flying. The rescue of the captain and nine men was accomplished only after the greatest danger had been braved by the crew of the steamer. El Valle will land the crew at New York tomorrow afternoon.

## CRASH FREES MONKEYS Man Hurt as Car Hits Auto—Animals Scamper.

One man was badly injured and half a dozen monkeys were turned loose to scamper through the streets early this morning when a crostewn street car collided with an automobile truck at 14th st. and Brook av., The Bronx. The truck, belonging to the Lyons Express Company, was carrying crates containing eighteen monkeys and thirteen dogs, being transferred from a vaudeville theatre.

Thirty persons who had been in the car took part in a chase after the monkeys, which were rounded up after half an hour's endeavor. Paul Alexander, of 244 West 31st st., was thrown from the truck and received internal injuries. He was taken to the Lincoln Hospital.

## MANY INJURED ON ICE-PAVED STREETS

Patrolman Fatally Hurt by Auto—Car Hits Boy—Occupants Flee.

Hail and rain that made streets a glare of ice caused several automobile accidents last night. A Staten Island patrolman was fatally injured, a Brooklyn boy was an indirect victim and a resident of the East Side went to a hospital.

Scores of pedestrians fell, suffering injuries ranging from bruises and lacerations to fractured legs and arms. A steady fall of sleet made conditions worse and navigation an achievement to be attempted only by the most hardy.

Patrolman Michael Potter was taken to the Smith Infirmary with concussion of the brain and serious internal injuries after a skidding auto had tossed him from his post against a fence at Richmond Road and Newburgh av., Donnan Hill. Ernest Kalber, the chauffeur, of 226 Fourth av., New Brighton, picked him up unconscious and rushed to the infirmary.

Kalber is employed by Mrs. Elizabeth Beninger, of 54 Fort Place, New Brighton. She had been spending the afternoon with friends at Donnan Hill, and the chauffeur was going for her. At the point where the accident happened there is no sidewalk, and Potter was sliding along in the street. A surface car sent him to the side of the road just as Kalber came from behind. The latter saw the danger, but the sliding movement prevented him from avoiding an accident, and the car skidded into the patrolman.

Potter lives at 38 Richmond Turnpike, New Brighton, and is married. He is fifty-eight years old and is attached to the Stapleton police station.

Two cars speeded away, one after its occupants had made escape doubly sure by jumping from their machine, turning off the rear lights and then climbing back to their seats. Their victim, Tony Pinto, of 8 Benton Place, Brooklyn, is not dangerously hurt.

Tony was coasting in East Fourth and Fifth av. about 8 o'clock when his sled and a yellow runabout came together at Fourth av. Before witnesses could reach him the number on the machine had been darkened by two men and they were speeding away. The boy was taken into a drug store, and later to Holy Family Hospital. Dr. Curtis said he had concussion of the brain.

With a number given by a passerby the police are trying to find the owner of the car which skidded away from First av. and 85th st. last night after running down John Murphy, of 409 East 85th st. Fred Denekke, of 556 East 82d st., picked up Murphy, who was taken to St. Vincent's Hospital with a fractured skull.

## SUNDAY SLIDES FOR HOME ON PLATFORM

Tells of Deaths of Famous Ball-players as 1,443 Converts Hit the Trail.

(By Telegrams to The Tribune.)

Philadelphia, Jan. 24.—Billy Sunday received by far the most spectacular greeting of his campaign in Philadelphia to-day, when he delivered his most stirring sermon, "Hot Cakes Off the Griddle; or, The Devil's Boomerangs." He dissected himself as he was in the days of sin and held up the spectres of disease and death to the tens of thousands who heard him. He gained a record number of converts, a total of 1,443 persons professing to have been converted at the three services. This morning 313 responded to the call, 697 to the afternoon service and 430 to the evening service.

He dwelt on the ravages of alcoholic drink and staggered and writhed in the simulated agonies of delirium tremens.

"Tell you," he shouted, "Pennsylvania is the worst whiskey-soaked state in the Union. The reason you haven't got laws to prohibit the liquor traffic in Pennsylvania, like you have laws to prohibit murder, stealing and sedition, is because you're a lot of low-jovied politicians who are just pawns on the chessboard of that reeking liquor rancor."

He told the story of Clarkson, the great evangelist, who died insane "because of cigarettes" of "Mike" Kelly, the catcher, who, earning more money than any other player of his day, died without money enough to bury him.

He cited the deaths of Ed Williams, son of a famous baseball player, and Frank Flint, the famous catcher, who ended with Flint's death on the day his wife found him staggering out of a saloon in delirium tremens.

Sunday leaned over his platform and then he darted back, buried himself into the air and slid halfway across the carpeted platform, landing on his chest.

"Safe, safe at home!" he yelled, his eyes streaming. "Oh, boys, cut out the booze and get 'safe home!'"

## THAW, GAY, GOES BACK TO TOMBS SURE HE'LL WIN

Jokes as He Breakfasts in Hotel Belmont After Silent Reception.

DRAGS DOCTOR INTO  
PICTURE AT PRISON

Will Be Arraigned To-day on Conspiracy Charge—Wife Flees City.

In the gray dawn of yesterday, unaccompanied by the inspiring presence of cheering crowds, Harry K. Thaw was forced to turn his back on the great outdoors, which he has enjoyed almost without restriction for the last seventeen months, and fit himself once more into an 8 by 8 by 6 foot cell among the shut-ins, bound about by the concrete walls and steel bars of the Tombs prison.

Trout fishing in the brooks of New Hampshire, bracing walks and chatty evenings with the genial Sheriff Drew, who was his keeper there, and the privilege of going about at will to visit friends, all faded into the memories of things that have been, and Thaw found himself again in the same place he was when, more than eight years ago, he was committed to the Tombs to await trial for the murder of Stanford White.

This transition from liberty to prison life again had no visible depressing effect on him. He seemed buoyed up almost to the state of elation by the hope with which his lawyers have filled him, that he cannot lose the new fight for his liberty he is about to make on New York soil.

As he got off the train from Boston shortly after 7 o'clock at the Grand Central Terminal his face was gay with smiles, and he walked jauntily with his keepers through the station to the Hotel Belmont for breakfast.

Gets No Ovation Here.

There were a few early travellers abroad, and they gathered in a curious group to look at him. They were silent. But this lack of the ovation which he has come to expect from an admiring populace wherever he goes did not dash his spirits. He realized it was too early for his "real constituents" to be out.

He recognized here and there newspaper men he has met in his eight and more years of notoriety, and greeted them with a variety of jokes that seemed to rise spontaneously from his optimism. He ate his breakfast with relish, joking and chatting all the time, and then was taken by Sheriff Hornbeck in a taxicab and delivered to Headkeeper Julius Bremel at the Tombs.

Bremel was a new man to him, but he found an old friend in Dr. Frank A. McGuire, the Tombs physician. He threw his arm about the doctor's shoulder and insisted on dragging him into the picture the photographers asked him to pose for. The posing was done with the bars of the inner gate of the prison as a background.

"I didn't want to come to New York just now," Thaw babbled in his peculiar, quick pronunciation, which hops from word to word, "but Mr. Jerome insisted."

He had no statements to make yesterday, but never lost a chance to give Jerome a dig. He was in such high spirits that he was willing to be facetious even toward Jerome.

The first scene in the new fight he will make for his liberty will come this morning, when he is arraigned before Justice Davis on the conspiracy charge for which he was extradited. In this fight William Travers Jerome and John B. Stanchfield will be pitted against each other.

Lawyers in Dilemma.

Both of them will be armed with the horns of the same dilemma, and each will try to tread his way out of it against the other. On one hand, Mr. Jerome has fought all these years to keep Thaw incarcerated on the ground that he is insane, but in this fight he will have to prove that he was sane, at least at the time of and in regard to the act of conspiracy with which he is charged.

Mr. Stanchfield, on the other hand, will have a client in Thaw who has been trying ever since committed to Matteawan to establish his sanity in order to get out, but in order to defend himself in the present case he will have to insist that Thaw is insane, a claim that by that name taken Thaw's insanity has been redeclared.

It seems to be a case in which each side rides the other's horse as suits its purpose, and it will depend upon the respective legal devices, forensic arts, wits and dexterity of Stanchfield and Jerome as to who travels the fastest and goes the furthest on the horses.

Mr. Stanchfield said yesterday that the course of events to-day upon arraignment would be the fixing of a future date for pleading and for trial. "I do not expect the trial for five or six weeks," he said, "but I think Thaw will be given the opportunity to plead in three or four days. As to whether an application for Thaw's release on bail will be made, I have not seen my client yet. I expect to talk with him to-morrow, and that question will be decided then. Thaw is charged with a misdemeanor and is absolutely entitled under the law to his release on bail."

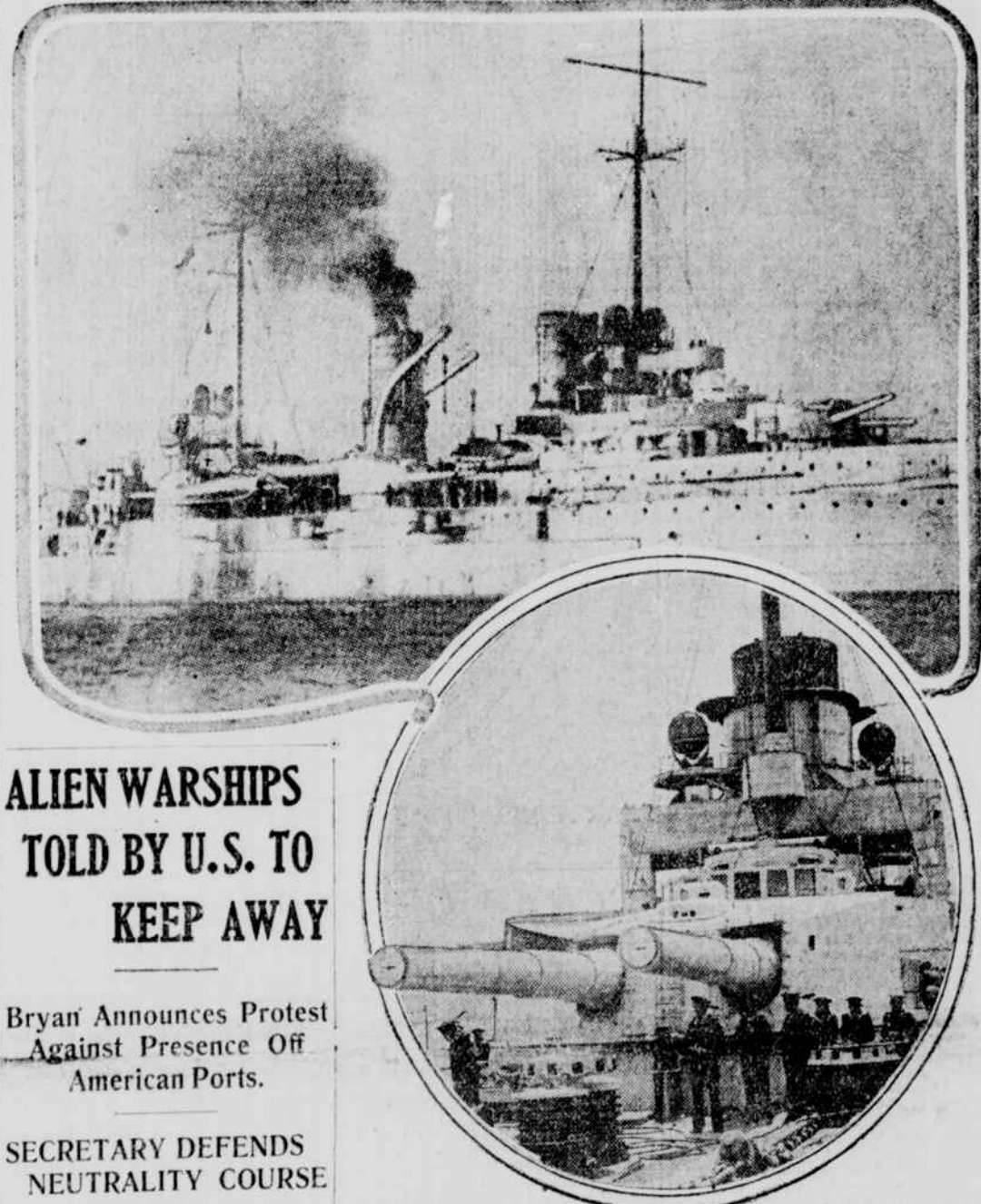
Safe from Matteawan Yet.

When it was suggested that Mr. Jerome would oppose bail, he said that

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# Cruiser Bluecher Sunk in North Sea Running Fight; German Raid Frustrated

THE BLUECHER, SENT TO THE BOTTOM IN BATTLE BETWEEN BRITISH AND GERMAN SQUADRONS



## ALIEN WARSHIPS TOLD BY U.S. TO KEEP AWAY

Bryan Announces Protest Against Presence Off American Ports.

SECRETARY DEFENDS  
NEUTRALITY COURSE

Many Cases of Washing-  
ton Warning Belliger-  
ents Revealed.

(From The Tribune Bureau.)

Washington, Jan. 24.—Asserting that British supremacy of the sea is responsible for the criticism by German and Austrian citizens that this country has adopted an unfriendly attitude toward Germany and Austria, Secretary of State Bryan to-night declared that it was the business of a belligerent, not of a neutral, to prevent contraband from reaching the enemy.

Mr. Bryan's statement is in the form of a letter to Senator Stone, chairman of the Senate Committee on Foreign Relations, and in it he discusses all the questions of international promissiveness which have arisen since the war in which the conduct of the United States has been criticised. The Secretary of State says that the German charges that dum-dum bullets were manufactured in this country for use of the British soldiers are baseless. He also says that this country cannot prevent the shipments of arms and ammunition, and that Germany has acquiesced in this. He furthermore points out that in the Russo-Japanese War Germany supplied arms to the belligerents.

One of the significant parts of the document is the declaration by Mr. Bryan that there is no Hague convention dealing with absolute and conditional contraband, that the Declaration of London is not in force and that consequently the rules of international law must apply. In this connection the Secretary says the record of the United States in the past is not free from criticism.

The complaints are met seriatim by Secretary Bryan. The divisions include various phases of the contraband question, interference with the trade of the United States, the sale of munitions of war to belligerent powers, loans to belligerents and questions pertaining to the treatment of vessels of belligerents.

A distinction is drawn in the letter between war loans and the sale of arms and munitions of war to a belligerent. It is held that the disapproval of all nations is a policy which affects all nations alike and prevents the outflow of money from the United States. The prohibition of the exportation of arms and ammunition, it is asserted, would not operate equally on all nations at the following declaration on the question of exportation of war munitions:

Sea Power the Explanation.

"If any American citizens, partisans of Germany and Austria-Hungary, feel that this administration is acting in a way injurious to the cause of those countries, this feeling results from the fact that on the high seas the German and Austro-Hungarian naval power is thus far inferior to the British. It is the business of a belligerent operating on the high seas, not the duty of a

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BRIDGE AND FORWARD TURRET OF THE MOLTKE, OF THE DEFEATED GERMAN SQUADRON.

## WARSHIPS ENGAGED IN NORTH SEA BATTLE

	Displacement	Launched	Speed	Armament.
BRITISH—	Tons.	Year.	Knots.	
Tiger	28,000	1913	28	8 13.5 in.; 12 6 in.
Lion	26,350	1910	28.5	8 13.5; 16 4; 4 3-pr.
Princess Royal	26,350	1911	28.5	8 13.5; 16 4; 4 3-pr.
New Zealand	18,800	1911	25	8 12; 16 4; 4 3-pr.
Indomitable	17,250	1907	26	8 12; 16 4; 5 mortars.
GERMAN—				
Derfflinger	28,000	1913	27	8 12; 12 5.9; 12 3.4.
Seydlitz	24,600	1912	29.2	10 11; 12 5.9; 12 3.4.
Moltke	22,640	1910	28.4	10 11; 12 5.9; 12 3.4.
Bluecher	15,550	1908	25.3	12 8.2; 8 5.9; 16 3.1.

## ATTEMPT ON LIFE OF VON DER GOLTZ

German Field Marshal Said to Have Been Wounded at Constantinople.

(By Cable to The Tribune.)

Cairo, Jan. 24.—An attempt on the life of Field Marshal von der Goltz at Constantinople has been reported from Jaffa through the medium of the German Consulate there. The Field Marshal was fired at and is believed to have been hit. Several officers were attacked at the same time. Strained relations exist between the Germans and Turkish officers, and quarrels in public are not infrequent. In a disturbance in a cafe at Damascus recently a captain of the Turkish army was killed and a German colonel wounded.

## BALKAN EQUILIBRIUM LASTING PEACE KEY

Rome, Jan. 24.—Dr. N. Guenadieff, formerly Foreign Minister of Bulgaria, who has been entrusted with a special mission by the Sofia government to Italy, gave an interview to-day to the "Giornale d'Italia." The Bulgarian diplomat said that Italy and Bulgaria must agree in the defence of their respective interests and in the maintenance of Balkan equilibrium, without which a lasting peace in Europe would be impossible.

Dr. Guenadieff said that the origin of the present war was the unstable situation created by the second Balkan war, which caused rivalries and jealousies, especially between the two powers chiefly interested in the Balkans—namely, Austria and Russia. Italy's influence will be directed, he thought, with a view to having the principle of her nationality respected.

## LONDON WELCOMES NEWS OF VICTORY

German Field Marshal Said to Have Been Wounded at Constantinople.

(By Cable to The Tribune.)

London, Jan. 25.—The news of the naval victory excited great jubilation last night wherever it could be made known in London, and many stirring scenes were witnessed, especially in the West End. At concerts and motion picture shows an announcement was made from the platform, followed in every case by frantic cheering by the audience. At the Alhambra the band of the Coldstream Guards rose in the orchestra and led the audience in soul-stirring rendering of the national anthem in the darkened theatre.

## SO. AFRICAN REBELS REPULSED WITH LOSS

Pretoria (via London), Jan. 25.—It is officially announced that 1,200 rebels with four guns, under their leaders, Maritz and Kemp, attacked Upington, Bechuanaland to-day. The rebels were repulsed, leaving behind twelve dead, twenty-three wounded and ninety-six prisoners.

The Union of South Africa forces lost three men killed and twenty-two wounded.

## Strong Squadron Runs Into Stronger Patrol and Turns Home

MINE AREA STOPS  
LONGER PURSUIT

Three Fast Battle-Cruisers  
Easily Overtake 15,000-Ton Warship.

GERMANS LOSE 760;  
NO BRITISH KILLED

Battle Is First in History of the  
World in Which Dread-  
noughts Have Fought.

London, Jan. 24.—10 p. m.—An attempt by a German cruiser squadron to repeat the attack recently made on Scarborough, the Hartlepool and other British coast towns, was frustrated to-day by the British patrolling squadron, and in a running fight the German armored cruiser Bluecher was sunk and two German battle cruisers were seriously damaged.

The British ships suffered only slight injury. So far as is known, only 123 of the Bluecher's crew of 885 were saved.

A battle also occurred between the light cruisers and destroyers accompanying the bigger ships, but the result of this engagement has not yet reached the Admiralty.

The British were superior in ships engaged, weight of armament and speed, and the flight of the German ships into the mine and submarine infested field probably saved them from further losses.

The Bluecher, although commissioned in 1908, was completely rigged last year. She was not classed as a battle cruiser, but was in the next class to those formidable fighters. With her were the Derfflinger, Germany's latest battle cruiser, which had just left the builders' hands, and the battle cruisers Seydlitz and Moltke, the latter a sister ship of the Goeben, formerly of the German, but now of the Turkish fleet, which was recently reported damaged by the Russians in the Black Sea.

The British squadron, commanded by Vice-Admiral Sir David Beatty, consisted of the battle cruisers Tiger, Lion, Princess Royal, New Zealand and Indomitable.

The official report issued by the press bureau gives the following account of the engagement:

"Early this morning a British patrolling squadron of battle cruisers and light cruisers, under Vice-Admiral Sir David Beatty, with a destroyer flotilla under Commodore Tyrwhitt, sighted four German battle cruisers and several light cruisers and a number of destroyers steering westward and apparently making for the English coast.

"The enemy at once made for home at high speed. They were at once pursued, and at about 9:30 a. m. action was joined between the battle cruisers Lion, Tiger, Princess Royal, New Zealand and Indomitable on the one hand and the Derfflinger, Seydlitz, Moltke and Bluecher on the other. A well contested running fight ensued. Shortly after 1 o'clock the Bluecher, which has previously fallen out of line, capsized and sank.

"Admiral Beatty reports that two other battle cruisers were seriously damaged. They were, however, able to continue their flight and reached an area where dangers from German submarines and mines prevented further pursuit.

"No British ships have been lost and our casualties in personnel as at present reported are slight, the Lion, which

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